## ORDER



Order / Rev: Orders

37046

Alt Order #:

08853530

Product Desc:

ROMNEYPRESIDENT/REP

Estimate:

Flight Dates:

Order Type:

08/22/12 - 08/28/12 08/21/12 / 08/27/12

Original Date / Rev:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Billing Type:

K-WAS

Cash

National

Mike Jones

Agency

Name:

American Rambler Production

**Buying Contact:** 

Stephanie Kincaid

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Cycle: Agency Commission:

Billing Calendar:

Broadcast EOM/EOC

15%

Advertiser

Name:

Priority:

Romney, Mitt / R-Pres

AGY, POL, CAND

Demographic:

A25-54

Product Codes:

PO<sub>1</sub>

LV3

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

00:15:00

Agency External ID:

Bill Plan

# Spots Gross Amount Start Date End Date Net Amount 07/30/12 08/26/12 78 \$95,640.00 \$81,294.00 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	78	\$95,640.00	\$81,294.00	0.00
Totale	78	\$95,640,00	\$81 294 00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$95,640.00
Market	100%	\$318,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,700.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,940.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	40%	\$127,520.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 2	8	08/22/12	08/24/12	8 News Now 6a M 8 News Now 6a M		6-7a	WTF	:30	6	\$1,100.00LV1	0.00 NM	6	\$6,600.00
1	NOW 6A	AM											
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Otal	IL Date	End Date	vveenuays	Spotsivveek	IVEIC	raning						
We	ek: 08/2	-	08/26/12	WTF		\$1,100.00	0.00						

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KLAS

Order / Rev:

37046

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ROMNEYPRESIDENT/REP

Flight Dates:

08/22/12 - 08/28/12

Estimate:

Ln Ch	h Start	End	Inventory Code	Break	Start/End	Time Davs	Len Spo	ts Rate Pri	Rtg Type S	Spots	Amount
	RLY SHOW Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			I	,,	
	c: 08/20/12	08/26/12	WTF	6	\$900.00	0.00					
E 5		2 08/24/12	Live w/Kelly Live With Regis 8	CM Kelly	9-10a	~-WTF	:30	3 \$650.00LV1	0.00 NM	3	\$1,950.00
	Start Date c: 08/20/12	End Date 08/26/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$650.00	Rating 0.00					
	8 08/22/1	2 08/24/12	Price Is Right Price Is Right	СМ	10-11a	WTF	:30	3 \$1,300.00LV1	0.00 NM	3	\$3,900.00
	Start Date c: 08/20/12	End Date 08/26/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$1,300.00	Rating 0.00					
E 9	8 08/22/1	2 08/24/12		CM	11a-12p	WTF	:30	2 \$1,800.00LV1	0.00 NM	2	\$3,600.00
YO	UNG & RES	TLESS	Young & Restless	5							
	Start Date c: 08/20/12	End Date 08/26/12	Weekdays WTF	Spots/Week 2	<u>Rate</u> \$1,800.00	Rating 0.00					
		2 08/24/12	8 News Now Noo 8 News Now Noo		12-1230p	WTF	:30	6 \$650.00LV1	0.00 NM	5	\$3,250.00
	ON NEWS Start Date C: 08/20/12	End Date 08/26/12	Weekdays	Spots/Week 6	Rate \$650.00	Rating 0.00					
Spot	Ch Date Ra	inge D	escription	Stan	/End Time		eekdays	Length Rate			
1		2-08/26/12 8	News Now Noon I	И-F 12-1	230p		-wThF	:30 (\$650.00)	0.00 NM		
	Unresolved [due to Noo	n News endi	ng at 12:37:15 JIP	Bold & Beauti	ful lost News	end break - LM]					
E 13			1230-2p Soaps/ L Soaps / Let's Mal	MAD CM	1230-2p	WTF	:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
	LD & BEAUT Start Date c: 08/20/12	IFUL End Date 08/26/12	Weekdays WTF	Spots/Week	Rate \$750.00	Rating 0.00					
		2 08/24/12	The Talk 2-3P	CM	2-3p	WTF	:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
	E TALK		The Talk								
Week	Start Date c: 08/20/12	End Date 08/26/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00					
		2 08/24/12	Ellen Ellen	СМ	3-4p	WTF	:30	6 \$800.00LV1	0.00 NM	6	\$4,800.00
ELL	LEN Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	c: 08/20/12	08/26/12	WTF	6	\$800.00	0.00					
	8 08/22/1	2 08/24/12	8 News Now 4p N								
	NAL 4004		8 News Now 4p N		4-5p	WTF	:30	6 \$900.00LV1	0.00 NM	6	\$5,400.00
140	W 4PM	End Date	8 News Now 4p N	Л-F			:30	6 \$900.00LV1	0.00 NM	6	\$5,400.00
	0W 4PM Start Date x: 08/20/12	End Date 08/26/12	· ·		4-5p <u>Rate</u> \$900.00	WTF Rating 0.00	:30	6 \$900.00LV1	0.00 NM	6	\$5,400.00
Week	Start Date k: 08/20/12 8 08/22/1	08/26/12	8 News Now 4p M	N-F Spots/Week 6 Op M-FCM	<u>Rate</u>	Rating	:30	6 \$900.00LV1 4 \$1,250.00LV1		6	\$5,400.00 \$5,000.00
Week	Start Date c: 08/20/12 8 08/22/1	08/26/12 2 08/23/12	8 News Now 4p M Weekdays WTF 8 News Now 5-63 8 News Now 5-63	M-F Spots/Week 6 0p M-FCM 30p M-F	Rate \$900.00 5-630p	<u>Rating</u> 0.00 WT					
Week E 21	Start Date k: 08/20/12 8 08/22/1	08/26/12	8 News Now 4p M WeekdaysWTF 8 News Now 5-63	M-F Spots/Week 6 0p M-FCM 80p M-F Spots/Week	<u>Rate</u> \$900.00	Rating 0.00					
Week E 21  NO  Week E 24	Start Date x: 08/20/12 8 08/22/1 DW 5PM Start Date x: 08/20/12 8 08/22/1	08/26/12 2 08/23/12 End Date 08/26/12 2 08/23/12	8 News Now 4p N  WeekdaysWTF  8 News Now 5-63 8 News Now 5-63 Weekdays	M-F Spots/Week 6 Op M-FCM 80p M-F Spots/Week 4	Rate \$900.00 5-630p	Rating 0.00 WT Rating			0.00 NM		
Week E 21  NO  Week E 24  INS	Start Date k: 08/20/12 8 08/22/1 0W 5PM Start Date k: 08/20/12 8 08/22/1 SIDE EDITION Start Date	08/26/12 2 08/23/12 End Date 08/26/12 2 08/23/12 N End Date	8 News Now 4p M  WeekdaysWTF  8 News Now 5-63 8 News Now 5-63  WeekdaysWT  630-7p Inside Edi	Spots/Week 6 Op M-RCM 80p M-F  Spots/Week 4 tion CM  Spots/Week	Rate \$900.00 5-630p Rate \$1,250.00 630-7p	Rating 0.00WT  Rating 0.00WT  Rating	:30	4 \$1,250.00LV1	0.00 NM	4	\$5,000.00
Week E 21  NO  Week E 24  INS	Start Date x: 08/20/12 8 08/22/1 0W 5PM Start Date x: 08/20/12 8 08/22/1 SIDE EDITION Start Date x: 08/20/12	08/26/12 2 08/23/12 End Date 08/26/12 2 08/23/12 N End Date 08/26/12	8 News Now 4p M  WeekdaysWTF  8 News Now 5-63 8 News Now 5-63  WeekdaysWT  630-7p Inside Edition  Weekdays	M-F Spots/Week 6 Op M-FCM 80p M-F Spots/Week 4 tion CM	Rate \$900.00 5-630p Rate \$1,250.00 630-7p	Rating 0.00WT  Rating 0.00WT	:30	4 \$1,250.00LV1	0.00 NM 0.00 NM	4	\$5,000.00

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KLAS

Order / Rev:

37046

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08853530

Product Desc:

ROMNEYPRESIDENT/REP

Flight Dates:

08/22/12 - 08/28/12

Estimate:

Ln (	Ch	Start	End	Inventory Code	Break			Len Sp		Rtg Type		Amount
E 25	8	08/22/1	2 08/23/12	7-8p Rotator 7-8p Rotator	CM	7-8p	WT	:30	2 \$1,000.00 LV1	0.00 NM	2	\$2,000.00
Е	NTER	TAINME	NT TONIGH	Г								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
	ek: 08/		08/26/12	WT		\$1,000.00	0.00					
E 28	8	08/22/1	2 08/23/12	8 News Now 11p		11-1135p	WT	:30	4 \$1,700.00LV1	0.00 NM	4	\$6,800.00
1.	1P NE	ws		8 News Now 11p	IVI-F							
'		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee	ek: 08/		08/26/12	WT	10-11-1	\$1,700.00	0.00					
E 29	8	08/22/1	2 08/24/12	Letterman	CM	1135p-1237a	WTF	:30	3 \$650.00LV1	0.00 NM	3	\$1,950.00
				Letterman								
L	ETTER						D 11					
16/-		rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$650.00	Rating 0.00					
	ek: 08/		08/26/12				W	:30	1 \$10,000.00LV1	0.00 NM	1	\$10,000.00
E 32	8	08/22/1	2 08/22/12	Wed 9-10p Criminal Minds	CM	9-10p	W	.30	1310,000.002	UVIVI DU.U	'	\$10,000.00
С	RIMIN	IAL MINE	os	Onthina Milias								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	ek: 08/	20/12	08/26/12	W	1:	\$10,000.00	0.00					
E 35	8	08/25/1	2 08/25/12	8 News Now Sat	5-7p CM	5-7p	S-	:30	2 \$1,500.00LV1	0.00 NM	2	\$3,000.00
				8 News Now Sat	5-7p							
N		ROTATIO				ъ.	D. 11			1		
164-		nt Date	End Date	Weekdays	Spots/Week	Rate \$1,500.00	Rating 0.00					
	ek: 08/ 8		08/26/12			1135p-1235a		:30	1 \$150.00LV1	0.00 NM	1	\$150.00
E 41	0	00/25/1	2 08/25/12	Sat 1135p-1235a The Unit	THE UNIV	1100p-1200a	3-	.50	) \$150.00EV1	0.00 14141		\$100.00
Т	HE UN	TIV		THE OHI								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	ek: 08/	/20/12	08/26/12	S-	1	\$150.00	0.00		\ \			
E 42	8	08/25/1	2 08/25/12	CBS Early Show	- Sat. CM	5-7a	S-	:30	2 \$250.00LV1	0.00 NM	2	\$500.00
	=			CBS Early Show	- Sat.							
E		SHOW	E . D .	Maria da	C	Data	Datina					
10/0	<u>Sta</u> ek: 08/	rt Date	End Date 08/26/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00					
E 43	8		~	CBS Early Show		5-7a	S-	:30	2 \$250.00LV1	0.00 NM	2	\$500.00
⊏ 43	0	00/23/1	2 00/23/12	CBS Early Show		J-7a	3	,50	2 9230.00271	0.00 14141	_	<b>\$000.00</b>
Ν	IEWS			020 2011, 071011								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
We	ek: 08/	/20/12	08/26/12	S-	2	\$250.00	0.00					
E 44	8	08/26/1	2 08/26/12	8 News Now Sun		8 News Now	Sun AS	:30	1 \$440.00LV1	0.00 NM	1	\$440.00
				8 News Now Sur	AM #1							
V		UN MOF		1011	Cantallalant	Data	Dating					
۱۸/۵		rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$440.00	Rating 0.00					
E 45	8	_	2 08/26/12		MormM		MorniS	:30	2 \$1,200.00LV1	0.00 NM	2	\$2,400.00
⊏ 40	O	00/20/1	2 00/20/12	CBS News Sund	•	ODO Gariday	WOIIII 3	.00	2 01,200.00201	0.00 1111	_	QZ, 100.00
S	SUNDA	Y MORN	IING	020 110110 04114	a,							
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
We	ek: 08/	/20/12	08/26/12	S	2	\$1,200.00	0.00					
E 46	8	08/26/1	2 08/26/12	8 News Now Sun		8 News Now	Sun AS	:30	2 \$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now Sur	1 AM #2							
S		Y MORN		Modedaya	Spoto Micole	Pata	Bating					
Mo	<u>518</u> ek: 08	art Date	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week	Rate \$1,200.00	Rating 0.00					
E 47	8			Face The Nation	CM		ationS	:30	1 \$600.00LV1	0.00 NM	1	\$600.00
L 47	U	00/20/1	2 00120112	Face The Nation		, acc the Ne		.00	. \$300.00241	U. UU 111VI		\$000.00
F	ACE T	THE NAT	ION									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			l l		
		120112	08/26/12	S	1	\$600.00	0.00					
We	ek: 08	120112	00/20/12		CM.	7-8p	0.00	:30	1\$12,000.00LV1	0.00 NM		\$12,000.00

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**KLAS** 

Totals

78

\$95,640.00

Order / Rev: 37046 Alt Order #:

Advertiser:

Romney, Mitt / R-Pres

Flight Dates:

08853530 08/22/12 - 08/28/12 **Product Desc:** 

ROMNEYPRESIDENT/REP

Estimate:

Ln Ch **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start End Sun 7-8p 60 Minutes 60MIN Weekdays Spots/Week Rating Start Date **End Date** Rate ----S 1\$12,000.00 0.00 Week: 08/20/12 08/26/12 08/26/12 08/26/12 Sun 10-11p E 51 8 CM 10-11p ----s :30 1 \$5,000.00LV1 0.00 NM \$5,000.00 The Mentalist THE MENTALIST Spots/Week Start Date End Date Weekdays Rate Rating Week: 08/20/12 ----s 0.00 08/26/12 1 \$5,000.00 ----S E 52 8 08/26/12 08/26/12 8 News Now Sun 11p CM 11-1135P :30 2 \$750.00LV1 0.00 NM 2 \$1,500.00 8 News Now Sun 11p 11P NEWS **Start Date End Date Weekdays** Spots/Week Rate Rating 08/26/12 ----S 0.00 Week: 08/20/12 \$750.00 08/26/12 08/26/12 Eye on Wash/Wall St Jo@M ----s :30 \$100.00LV1 0.00 NM 2 \$200.00 8 5-6a 2 E 53 Eye On Wash/Wall St Jrnl **5A NEWS** Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating ----S Week: 08/20/12 08/26/12 2 \$100.00 0.00